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RESEARCH CENTER

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REPORT TITLE: CONFIDENTIAL

A FIELD TEST OF AN 85 mm MARLBORO LIGHTS CIGARETTE D3AIS-1 (CONTROL) VS. AN 85 mm MARLBORO LIGHTS TYPE CIGARETTE WITH ECUSTA POROUS TIPPING D3AIT-1 (EXPERIMENTAL)

LPT-1

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KEYWORDS:

Ecusta Tipping, Marlboro Lights

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CONCLUSIONS...

There were no total panel differences between the two cigarettes and the sub-panel differences were minimal - males aged 18-34 accorded a higher mean acceptability rating to the control Marlboro Lights, while Parliament smokers preferred the ~~experimental.~~ CONTROL

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Source: https://www.industrydocumentslibrary.ucsf.edu/docs/gnnl0000

PURPOSE . . .

The purpose of this study was to evaluate consumer response to non-obvious dilution via Ecusta porous tipping on a Marlboro Lights type cigarette. Mr. W. G. Houck, Jr. was the test requester.

CIGARETTES . . .

The control cigarette was a production Marlboro Lights with perforated tipping and the experimental a Marlboro Lights type cigarette with Ecusta white porous tipping. Both tippings had a special gold dot print design, necessary to conceal the rod-filter juncture on the porous tipping model.

Analytical data on the two cigarettes are contained in Appendix A. They were not different in any of the parameters.

PROCEDURE . . .

The test, consisting of a split-carton (5 packs vs. 5 packs) of the two cigarettes, was mailed August 30, 1973, to a panel of 600 health-filter smokers from the POL National Roster. The cigarettes were packaged in plain white packs with red and black alpha-numeric codes, as follows:

	Control	Experimental
Red	C9	E7
Black	E7	C9

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The ballot contained nine-point acceptability rating scales comparing the two cigarettes to the panelists' usual brand; five qualitative attributes to be ascribed to one, both, or neither of the two cigarettes; and a preference question. Panelists were also asked the brand they usually smoked and consumption per day.

RESULTS . . .

The data were tabulated and analyzed when 345 (57.5%) usable ballots had been received. Tables 1 through 10 contain ratings and answers for the total panel and by various demographic breakouts.

There were no significant total panel differences on any of the questions.

The control Marlboro Lights cigarette was accorded the higher mean acceptability rating by the 52 males aged 18-34 ($p<.02$) and marginally by the 81 smokers aged 30-39 ($p<.07$). On the preference question Parliament smokers (N=33) preferred the control ($p<.05$).

There were very few significant differences on the attribute questions (three), and we believe these resulted from preference justification.

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APPENDIX A

Analytical Summary

	Marlboro Lights Control	Marlboro Lights Porous Tipping Paper
	D3AIS-1	D3AIT-1
Smoke		
Butt Length, mm	33	33
FTC Tar, mg/cigt.	13.4	13.9
Nicotine, mg/cigt.	0.99	1.02
Puffs/cigt.	8.6	8.6
Filtration Eff., %	49	48
Cigarette		
Total RTD, in. of H_2O	4.15	3.97
Static Burn. Time, min.	7.4	7.5
Length, mm	84.4	84.6
Circumference, mm	25.0	25.1
Paper		
Additive, type	Cit.	Cit.
Porosity, sec.	11	12
Filter		
RTD, in. of H_2O	3.0	2.9
Inner	1.8	1.7
Outer	1.2	1.2
Length, mm	25.1	25.0
Inner	10.0	10.2
Outer	15.1	14.8
Weight, gms	0.303	0.303
Inner	0.071	0.072
Outer	0.232	0.231
Tipping paper length, mm	30	30
Dilution, %	17	17
Filler		
Total Alkaloids, %	1.62	1.63
Total Reducing Sugars, %	7.0	7.2
Wt. of tob., gms	0.762	0.754
Rod Density, gms/cc	0.258	0.252

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Source: https://www.industrydocuments.ucsf.edu/docs/gnhl0000

APPENDIX B

Ballot

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Source: https://www.industrydocuments.ucsf.edu/docs/gnn10000

If this label needs to be changed, please fill in the corrections below:

Name_____

Street_____

City_____

State_____ Zip Code_____

Telephone Number (___) _____

Is this change only for you? ___ or all members of the family? ___ (✓ one)

LPT-1
R

Dear Panelist:

This package contains ten packs of cigarettes. Smoke the five packs of E7 first and complete the scale rating for E7 (Question 1). Next, smoke the five packs of C9 and complete the scale rating for C9 (Question 2). Then answer the remaining questions.

1. Place an X in the box that best completes the following sentence: Compared to my regular cigarette, I think that E7 is:

very much worse	much worse	moderately worse	slightly worse	same	slightly better	moderately better	much better	very much better

2. Place an X in the box that best completes the following sentence: Compared to my regular cigarette, I think that C9 is:

very much worse	much worse	moderately worse	slightly worse	same	slightly better	moderately better	much better	very much better

Please read the statements below and decide to which cigarette each statement applies. If a statement does not describe either cigarette, check "neither." If a statement describes both cigarettes, check "both."

	E7	C9	Both	Neither
3. Had a rich tobacco taste.	___	___	___	___
4. A bitter-tasting cigarette.	___	___	___	___
5. Too harsh a cigarette.	___	___	___	___
6. Had an off-taste.	___	___	___	___
7. Too weak a cigarette.	___	___	___	___

8. All things considered, which cigarette do you prefer? ___E7 ___C9

What brand do you usually smoke? _____

If it filtered? ☐ Yes ☐ No (check one)

Is it menthol? ☐ Yes ☐ No (check one)

If it is filtered, is it ☐ King Size or ☐ Extra Long (100mm) (check one)

How many cigarettes do you smoke per day? _____

Thank you,

PRODUCT OPINION LABORATORY

Please do not write in the spaces below	
20	25
21	26
22	27
23	60-3
24	63-2

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Source: https://www.industrydocuments.ucsf.edu/docs/gmf0000